

Home Furnishings Calendar 1947

JANUARY

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HOME FURNISHINGS CALENDAR

ABOUT THE CALENDAR

HOME FURNISHINGS CALENDAR lists and clears dates of all newsworthy events in the home furnishings, housewares and interior decorating fields. It lists press previews, trade exhibits, introductions of new lines and other events which have home furnishings significance. It is published weekly on Thursday.

Eleanor Drake, ELdorado 5-7259
HOME FURNISHINGS CALENDAR
6 WEST 52ND STREET
NEW YORK 19, N. Y.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>WEEK ENDING THURSDAY, NOVEMBER 20, 1947</u> | | | |
| Thursday November 20 9:00 A.M.- 5:00 P.M. | SHOWING OF DAMASKS FROM HISTORIC SHRINES Priceless damasks from Monticello, Kenmore, the Heyward Washington House and other historic shrines over the country, have been reproduced by Scalamandre and will be on exhibit at the Scalamandre Museum through Thursday, December 18. Open to the public. Museum open Monday through Friday. John K. Tilton, director of The Scalamandre Museum of Textiles. Publicity: Miss Carol Shaw, CI. 6-8769. | SCALAMANDRE | MUSEUM OF TEXTILES (63 EAST 52ND ST.) |
| Thursday November 20 9:30 A.M.- 5:30 P.M. Going On | EXHIBIT OF ROYAL WEDDING GIFTS Gifts presented to Princess Elizabeth, whose royal marriage to Lt. Philip Mountbatten takes place today, will be on display in the Steuben showroom through Saturday, November 22. Represented in the exhibit are the "Merry-Go-Round" glass bowl, the gift of President and Mrs. Harry Truman, and the Audubon plates given to the Princess by Ambassador and Mrs. Douglas. Open to public. Admission, 25¢. Proceeds will go to Care, Inc. at the Princess' request. Publicity: Mary Fisher, CI. 6-8280. | STEBEN GLASS, INCORPORATED | 718 FIFTH AVE. (STEMWARE ROOM) |
| Thursday November 20 12:00 Noon | BENEFIT LUNCHEON FOR TEXTILE SCHOOLS Speeches on behalf of the Textile Schools of New England will be given at luncheon by Harry Reimer, of the Daily News Record, Abbott Stevens, J.P. Stevens Co., and William D. Fales, principal of the Textile School of the Rhode Island School of Design. Harry Hirschfield, "Can You Top This", will be the guest artist. The luncheon will launch a fund-raising drive for the four New England Textile Schools located in Providence, R.I., Lowell, Mass., Bedford, Mass., and Fall River, which train high school graduates in all phases of textile design and production. For the trade. By invitation only. George D. Metcalf, secretary of New England Textile Foundation, 68 Main St., Providence, R.I. Contact: S. T. MacQuarrie, Hotel Pennsylvania, PE. 6-5000. | NEW ENGLAND TEXTILE FOUNDATION | HOTEL PENNSYLVANIA SALLE MODERNE |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday November 20 Luncheon 12:00 Noon | QUENTIN REYNOLDS TO SPEAK AT BENEFIT LUNCHEON | N.Y. FURNITURE INDUSTRY GROUPS | 2 PARK AVENUE (26TH FLOOR) |
| | Quentin Reynolds will speak on behalf of Rescued Children, Inc., organization aiding destitute children of Europe at this luncheon, sponsored by New York Furniture Industry organizations. Two children recently brought to this country by the benefit organization who are featured in Life magazine, Nov. 17 issue, will be guests. Price of luncheon, \$3.00. For tickets contact: Phil Cummings, LE. 2-3355. | | |
| Thursday November 20 1:00 P.M. Luncheon | "THE OUTLOOK IN HOME FURNISHINGS" | UPHOLSTERY & DRAPERY MANUFACTURERS ASSOC. | WALDORF-ASTORIA WEST FOYER BALLROOM |
| | The future and the problems of the home furnishings industry will be discussed at the luncheon and forum held in conjunction with the annual meeting of the Upholstery and Drapery Fabric Manufacturers' Association. Herbert T. Anderson, vice-president of Paine's of Boston, Inc., will speak on the outlook in home furnishings from the retailer's point of view. Other talks include: "The Furniture Manufacturer", by Earle O. Hultquist, president of the Jamestown-Royal Upholstery Co.; "Sales Training", by Mary L. Brandt, home furnishings sales training consultant, and "Interior Decoration" by Theodor Muller, Muller-Barringer. Dr. Marcus Nadler, professor of finance at New York University, will speak on "The Outlook for Business" and Dr. Richard S. Cox, dean of the Philadelphia Textile Institute, Inc. will speak on "Developments in Textile Production-- And What Is Going On In Textile Training". Closed morning business session. Luncheon and forum open to trade. Contact: LO. 5-1399. | | |
| Thursday November 20 7:30 P.M. | "DRAMATIC DECORATIVE LIGHTING" SHOW | ILLUMINATING ENGINEERING SOCIETY | G. E. AUDITORIUM (570 LEXINGTON AVE.) |
| | Exciting new decorating effects created with light will be demonstrated and explained at this meeting of the Residence Lighting Forum in the General Electric Auditorium. R. J. Elliott, of Switzer Bros., Cleveland, Ohio, will create decoration with "black" light (ultra-violet and fluorescent). Emma Brenner, Tuckahoe, New York, will demonstrate the "scenichrome", her own invention and the newest development in lighted wall pictures. Chairman of the Forum, Lillian Eddy. Contact: Ruby Redford, CA. 5-8410. Open to members of the Forum and public. | | |
| Thursday November 20 Going On | SHOW OF NEWEST LIGHTING EQUIPMENT | ELECTRICAL ASSOC. OF PHILADELPHIA | PHILADELPHIA EDISON BUILDING |
| | Exhibit of the latest developments in commercial and industrial lamps and fixtures by 20 manufacturers. Lighting specialists, representing the individual manufacturers, are advising what type of equipment to use in each business operation. A movie film, "Seeing is the Biggest Thing in Selling", is being shown. Contact: John A. Morrison, managing director of the Electrical Association of Philadelphia. | | |

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| Friday November 21 4:00 P.M.- 7:00 P.M. | PRESS PREVIEW OF HOTELEVISION Preview of Hotelevision, installed in its first hostelry, the Hotel Roosevelt. 40 hotel rooms will be equipped with the new video system which transmits a variety of televised programs and can be tuned to any station at any time. By invitation only. Hotel Roosevelt publicity: Mrs. Barry Brayton, MU. 6-9200. | HOTELEVISION, INC. | HOTEL ROOSEVELT (7TH, 8TH, 9TH FLOORS) |
| Saturday November 22 3:00 P.M.- 6:00 P.M. Cocktails | PREVIEW OF WATER COLORS Private showing of 18 water colors by Grace Borgenicht, who has chosen industrial subjects in the area of Scranton, Penna., for many of her works. Twelve sketches of the Catskill Country will be included in the exhibit. By invitation only. Publicity: Chris Ritter, PL. 8-2581. | GRACE BORGENICHT | LAUREL GALLERY (48 EAST 57TH ST.) |
| Sunday November 23- November 30 | NAT'L HOBBY, CRAFTS & SCIENCE SHOW Over 90 exhibits of handicrafts, home workshops, model planes, model radios and others in show which opens at 12:00 noon, Sunday, November 23. Show open weekdays from 11:00 A.M. to 11:00 P.M. Open to public. Admission, \$1:00, including tax. Publicity: Stanley Hedberg, National Publicists, PL. 3-9141. | CAMPBELL FAIRBANKS EXPOSITION COMPANY | MADISON SQUARE GARDEN |

WEEK BEGINNING MONDAY, NOVEMBER 24, 1947

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| Tuesday November 25 4:00 P.M.- 7:00 P.M. | PREVIEW OF RECENT "ATOMIC" PAINTINGS Dail has abandoned psychoanalytical painting and in these paintings depicts the surrealism of our intra-atomic world. The recent works have a celestial, religious quality. By invitation only. Exhibit will be open to the public November 26 through December 31. Contact: PL. 3-2568. | SALVADOR DALI | BIGNOU GALLERY (32 EAST 57TH ST.) |
| Tuesday November 25 6:30 P.M. | DINNER MEETING ELECTION OF OFFICERS Election of officers for 1948 at dinner meeting. Members only. Price of dinner: \$2.25. Reservations should be made to Flo English, secretary-treasurer of the New York Housewares Club, Hotel Pennsylvania, PE. 6-5000. | N.Y. HOUSEWARES CLUB | HOTEL PENNSYLVANIA |
| Wednesday November 26 10:30 A.M. 10:45 A.M. | "COLOR & HARMONY IN WALLPAPER FOR HOME" Hand-painted wallpapers and murals, their importance in the home, will be discussed by Designer James Seeman in an interview conducted by May Bradshaw Hays, WICC commentator. Mr. Seeman will discuss color in wallpapers, the advantages of canvas-back murals and the integration of wallpaper with other home furnishings. Publicity: Doris Herzig, Franklin Fisher Associates, Inc., MU. 2-1983. | MAY BRADSHAW HAYS JAMES SEEMAN | BRIDGEPORT RADIO STATION WICC |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday November 26- January 4 | "THE ARTIST IN SOCIAL COMMUNICATION" Showing of greeting card art by 11 artists including prize-winning designs by John Atherton, Jan Balet, Erica Gorecka-Egan, Reginald Marsh, Hans Moller and Gregory Prestopino. Awards were made by the Arts Bureau of Gartner and Bender, Inc., publisher of greeting cards. Designs receiving honorable mention which will be shown are by Ben Shahn, Lloyd Parsons and Audrey Bueller, Lucille Corcos, Lynd Ward and Jeanne Yee Wong. Steps in the production of greeting cards will be shown. Open to public. Contact: NE, 8-5000. | 11 CONTEMPORARY ARTISTS | BROOKLYN MUSEUM |
| November 27 | THANKSGIVING (Thursday) | | |
| Monday December 1 11:00 A.M.- 1:00 P.M. | PRESS PREVIEW OF "LIVING CRAFTS" SHOW "Living Crafts by Forty Italian Artists", a collection of fine and decorative arts pieces in ceramics, stained glass, mosaics, wood, bronze and silver, will be shown to the press at this private showing. Exhibit includes altar pieces, ceramic sculpture, fireplaces, textiles and screens. Private opening Monday from 5:00 P.M. to 7:00 P.M. Exhibit will open to the public Tuesday, December 2 from 10:00 A.M.-5:00 P.M. Monday through Friday. Publicity: Jane Ellis, VA. 6-1663. | HANDICRAFT DEVELOPMENT INCORPORATED | HOUSE OF ITALIAN HANDICRAFTS |
| Monday December 1 5:00 P.M.- 7:00 P.M. Cocktails | PRESS PREVIEW OF 1ST ANNUAL TOY SHOW Private showing for the press of new toys by more than 100 manufacturers from over the United States. Press party will be held on lower mezzanine of the Museum. Show opens to public also Monday, Dec. 1, and will continue through December. Publicity: Clark Samuels, CI. 6-2075. | MUSEUM OF SCIENCE AND INDUSTRY | 30 ROCKEFELLER PLAZA |
| December 1 | NATIONAL PROSPERITY WEEK (Dec. 1 - Dec. 7). | | |
| Monday December 1 | INTRODUCTION OF SPRING PAPER DRAPERIES A collection of six new patterns in paper draperies will be introduced to the trade. Special feature of the new line will be use of nylon thread to reduce tearing. Draperies will be printed in six color combinations. Publicity: Harold J. Siesel, EL. 5-0138. | CAROLE DRAPERIES, INC. | 164 FIFTH AVENUE |
| Monday December 1- December 6 | NATIONAL HOME APPLIANCE WEEK To dramatize lumber and building material supply dealers of home appliances and other kitchen and laundry equipment, the trade publication, Building Supply News, will stage National Home Appliance Week. In conjunction with the Week, the publication will offer a merchandise kit containing kitchen plans for suppliers who build complete kitchens and laundries. Contact: Building Supply News, New York City, MU. 3-2793. Publicity: Jack Parshall, managing editor of Building Supply News, 50 South Wabash, Chicago, Ill. | BUILDING SUPPLY NEWS | OVER THE COUNTRY |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday December 1 | INTRODUCTION OF UPHOLSTERY FABRICS Showing of new rayon matelasses in 12 modern and 18th century designs by Garwood Mills, Inc. Trade only. Contact: MU. 3-8790. | GARWOOD MILLS, INC. | MILTON KATZ SHOWROOM 180 MADISON AVENUE |
| Monday December 1 | OPENING OF SHOWROOMS & SHOWING OF SPRING LINES Drapery, upholstery and linen fabrics for spring will be shown at the opening of new Barret Textile Corp. showrooms on December 1. New modern, traditional and provincial patterns will be introduced in hand printed fabrics, Batecos and "Rough House" plastic-coated decorative fabrics. Also, Baraplex (leatherette) fabrics in new grains and colors and a line of plastic coated tablecloths. Open to trade. Contact: Jean Pearson, WI. 7-8662. | BARRET TEXTILE CORP. | 70 WEST 40TH STREET |
| Monday December 1 | INTRODUCTION OF NEW RUG DESIGNS Presentation of new cotton "Waituft" rugs, in floral and plain designs shown in eight colors. Open to the trade. Contact: Charles F. Roe, MU. 5-2277. | WAITE CARPET COMPANY | 295 FIFTH AVENUE (15TH FLOOR) |
| Monday December 1- December 4 | "SHIR-BACK" CURTAIN DEMONSTRATIONS Jules Adler, company representative for Cameo Curtain Company, will stage a series of demonstrations of the company's "Shir-Back" curtain number for pretty window effects. Open to public. Publicity: Doris Norman, LA. 4-6000. | MACY'S, NEW YORK | HERALD SQUARE |
| Tuesday December 2 4:00 P.M.- 7:00 P.M. Cocktails | PRESS OPENING OF NEW STORE Opening of new store specializing in contemporary furniture and accessories. Special service will be the architectural planning of interiors by New Design, Inc. staff of consultant architects and designers: Benjamin Baldwin, Marcel Breuer, Oliver Lundquist, Eliot Noyes, Robert Rosenberg, Abel Sorenson and Henry Wright. Dorothy Q. Noyes is director of the shop; Harriet S. Rosenberg, assistant director, and Edith Perlman, assistant. <u>By invitation only.</u> Contact: BU. 8-6112. | NEW DESIGN, INC. | 33 EAST 75TH STREET |
| Wednesday December 3 12:30 P.M. Luncheon | T. HART ANDERSON TO SPEAK AT LUNCHEON T. Hart Anderson, of Anderson, Davis and Platte, Inc. will speak at the luncheon meeting of Home Fashions League. Officers for 1948 will be announced at the meeting. Reservations should be phoned to Beatrice Firetag, MU. 4-1065. | HOME FASHIONS LEAGUE | HOTEL MARTINIQUE OAK ROOM |

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| Wednesday December 3 2:00 P.M.- 5:00 P.M. | PRESS PREVIEW OF PERIOD ROOM Private view for the press of a Federal period room and its furnishings in The American Wing of the Museum. The room, taken from the Captain William Nichols House, built in 1807 in Newburyport, Mass., will be presented to the Museum by friends of the late Mrs. Harry Horton Benkard, one of the earliest collectors of early American furnishings. Open to public Thursday, December 4. Publicity: Lillian Green, RH. 4-7690. | METROPOLITAN MUSEUM OF ART | 5TH AVE. & 82ND ST. |
| Thursday December 4 10:00 A.M.- 12:00 Noon | PRESS PREVIEW OF NEW CARPETS Press breakfast to introduce five new carpets by Edward Fields and opening of new showrooms. Hand-woven curtain and drapery fabrics by Joseph Blumfield of California will be shown. New Fields carpet patterns, "Alhambra", "San Fernando", "Sulgrave", "El Cortes" and "Royal Chenille". Showrooms designed and decorated by Designs for Business, Inc. <u>By invitation only.</u> Publicity: Doris Herzig, Franklin Fisher Associates, Inc., MU. 2-1983. | EDWARD FIELDS | 509 MADISON AVENUE 11TH FLOOR |
| Saturday December 6 | JUDGING OF ENTRIES IN DESIGN COMPETITION The A.I.D. jury of awards will meet to select prize winning entries in the 1947 Design Competition in the fabric, furniture, floor covering, wall covering and lighting fields. Members of the jury are: W.E.S. Griswold, Jr., Carl Koch, Max Abramovitz, Samuel A. Marx, Michelle Murphy, Jack Per-Lee and Andrew C. Ritchie. The jury will make a written report stating its reasons for its decisions. The winning designs will be shown in New York (at a date to be announced) before being exhibited across the country. Publicity: Ellen Purves, PL. 8-1642. | AMERICAN INSTITUTE OF DECORATORS | 41 EAST 57TH STREET |
| Monday December 8- December 12 | SHOWING OF SPRING LINES Over 150 manufacturers from over the United States will show their new window and floor display lines during their semi-annual New York Display Market Week. A number of local manufacturers will present their lines in their own offices. Contact: WI. 7-0088. | NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES | HOTEL NEW YORKER |
| Monday December 8 3:00 P.M.- 5:00 P.M. | SHOWROOM OPENING & PREVIEW OF LAMPS Opening for press and trade of new Heifetz showroom and presentation of their new spring lamps. "Open House" for the trade will extend through the week of December 8. Contact: WA. 9-6383. | THE HEIFETZ CO. | 40 WEST 25TH STREET 12TH FLOOR |
| Monday December 8- December 13 | SHOWING OF FRENCH BRONZES Georg Jensen will present a collection of 25 modern French bronzes just arrived from Paris. The figures by young French masters are especially adaptable as home furnishings. Open to public. Publicity: Irene McCallum, EL. 5-6630. | GEORG JENSEN, INC. | 667 FIFTH AVENUE |

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| Tuesday December 9 3:30 P.M.- 5:30 P.M. Cocktails | PRESS PREVIEW OF SCENIC WALLPAPERS Private showing for the press of new imported and domestic wallpapers. Featured will be James Seeman's scenic, "Jardin Chinois". Also, "Pineapple Swag", "Kuan Yin", "Bread Fruit", "Alice in Wonderland", "All Around the Town" and "Summer Rose". <u>By invitation only.</u> Publicity: Doris Herzig, Franklin Fisher Associates, Inc., MU. 2-1983. | RENVERNE | 515 MADISON AVENUE |
| Due Thursday December 11 | SHOWING OF NEW FURNITURE "James Mont is Pregnant Again" and is expecting to present over 200 new furniture babies to the press and trade on December 11, or as soon thereafter as nature will allow. The entire new line of Modern Mode Furniture will be "christened" in the Mont showrooms at 214 East 52nd Street. (Date and time of the show will be announced). By invitation only. Contact: EL. 5-6735. | JAMES MONT | MODERN MODE FURNITURE CO. INC. |
| Monday December 15 | PRESENTATION OF SPRING FABRICS Showing of spring line "Everglaze" fabric patterns. 24 new machine-printed designs on chintz and cretonne. Trade only. Contact: Herbert Hanna, MU. 4-5312. | CYRUS CLARK CO., INC. | 267 FIFTH AVENUE SHOWROOMS |
| Wednesday December 17 3:00 P.M.- 7:00 P.M. Cocktails | PRIVATE OPENING OF NEW SHOWROOMS Spring line lamps will be shown to press and trade at the opening of new showrooms by the Rite-Glo Lamp Co. Line will include decorative "Planter" lamps designed to hold plant arrangements, Federal lamps and Colonial models. Showrooms by Designs For Business, Inc. By invitation only. Publicity: Morton Sonneman, GL. 2-7474. | RITE-GLO LAMP COMPANY | 230 FIFTH AVENUE |
| Friday December 19 4:00 P.M.- 7:00 P.M. Cocktails | OPENING OF NEW STUDIO & SHOWING OF ORIGINALS Showing for press and trade of Tammis Keefe originals at the opening of the designer's new studio. Coordinated fabrics and wallpapers will be shown, along with designs created for Goodall Fabrics Inc., Katzenbach & Warren and United Wallpaper Company. By invitation only. Contact: GR. 7-8150. | TAMMIS KEEFE | 50 EAST 10TH STREET |
| December 22 | BEGINNING OF WINTER (11:43 A.M., EST; Monday, shortest day of year). | | |
| December 25 | CHRISTMAS DAY (Thursday) | | |
| December 31 | NEW YEAR'S EVE (Wednesday) | | |
| Friday January 2- January 10 | SHOWING OF SPRING LAMPS AND ARTWARES Presentation to the trade of spring line lamps and decorative objects imported from Italy, Germany and France. Lamps are antique reproductions. Urns, candy boxes, vases, figurines and centerpieces will also be shown. Contact: MU. 5-3188. | ARDALT, INC. | 29 EAST 32ND STREET |